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1. Name of Registrant CMGRP, Inc. d/b/a Weber Shandwick	2. Registration No. 3911
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3. This amendment is filed to accomplish the following indicated purpose or purposes:

- ☐ To give a 10-day notice of change in information as required by Section 2(b) of the Act.
- ☐ To correct a deficiency in
- ☐ Initial Statement
- ☒ Supplemental Statement for the period ending December 1, 2002
- ☐ Other purpose (*specify*): _____
- ☐ To give notice of change in an exhibit previously filed.

4. If this amendment requires the filing of a document or documents, please list -
Attachment 1 -- List of services provided to foreign principal Canadian Tourism Commission for the period from July through December 2002.

5. Each item checked above must be explained below in full detail together with, where appropriate, specific reference to and identity of the item in the registration statement to which it pertains. (*If space is insufficient, a full insert page must be used.*)
The original Supplemental Statement for this period did not disclose the Canadian Tourism Commission as a foreign principal serviced during this period in response to Item 9. Due to the passage of time the registrant does not have the original contract covering this period or records of funds received from this foreign principal (Item 14), or expenses incurred on its behalf (Item 16), but has a description of services provided (Item 11).

EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

November 19, 2010

(Type or print name under each signature¹)



Andrew J. Kameros

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¹ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

<i>Weber Shandwick performed the following activities on behalf of the CTC July 2002</i>	
Activity	Status/Next Steps
PRESS MATERIALS	
Adirondack Release	Agency drafted release regarding the Adirondack train from New York to Montréal and distributed to a list of targeted media on July 15.
Top Festivals Release	Agency drafted release on top Summer and Fall festivals and distributed to a list of targeted media on July 10.
CTC Core Press Kit	Agency liaised with mailing house for the production of 100 press kits for use in media outreach. Agency mailed 50 kits to Monica Campbell-Hoppé in Los Angeles.
NEWSPAPER MEDIA OUTREACH	
<i>Arthur Frommer's Budget Travel VJP</i> (Circ. 580,363)	Agency working with Susan Seliger to coordinate a multi-generational trip to Eastern Canada. Exploring opportunity to send her and her family to PEI in late August.
BRIDE'S VJP (Circ. 382,745)	Agency coordinating with Tourism British Columbia and Yolanda Crous, Senior Travel Editor, for her upcoming trip to Vancouver and Vancouver Island from August 23-September 1. Yolanda is planning coverage for the May/June and September/October 2003 issues.
<i>Diversion</i> (Circ. 178,241)	<i>Diversion</i> has assigned freelancer Andy Bill to visit the Yukon before the end of the year. Agency is currently liaising with Andy and will forward travel request to the CTC. Travel date confirmation is expected mid-August.
<i>Wisconsin Woman/</i> <i>50 Plus of Southeastern Wisconsin</i> (Circ. 70,000)	Writer, John McLoone requested two hotel rooms for seven nights in Toronto. Agency declined the opportunity due to low circulation and high cost of trip. Tourism Toronto offered VIP passes for the seven (7) members of his party during his visit.
<i>Travel & Leisure</i> (Circ. 1,012,305)	Vancouver Island and the Wickanninish Inn were selected in World's Best Awards. Agency liaised with PR contact at the publication and offered media materials. T+L already had b-roll and advised Agency of Mark Orwoll's "Today Show" appearance on July 18.

<i>Travel & Leisure</i> (Circ. 1,012,305)	Agency liaised with publication and Tourism British Columbia for additional information for an article on Prince George slated to come out in the September issue.
<i>AAA Going Places</i> (Circ. 2,100,000)	Agency liaised with Phyllis Zeno, Editor-in-Chief, and Elinor Fish from Banff/Lake Louise Tourism for skiing articles slated to come out in the Winter/Spring 2003.
<i>New York Times</i> (Circ. 1,194,491)	Agency forwarded a list of targeted media to Tourisme Montréal for media outreach. "Just for Laughs" festival was featured in "Escapes" section on July 12.
<i>Long Island Woman</i> (Circ. 35,000)	As a result of recent press release, liaised with publication and Tourisme Québec to obtain images for upcoming piece on Adirondack train from New York to Montréal.
<i>Corporate & Incentive Travel</i> (Circ. 43,000)	Agency reached out to publication for upcoming articles on spas and business travel to Canada. Journalist working on the piece is based in Toronto and will contact local CTC office for information. Will advise when article is slated to come out.
<i>Business Traveler</i> (Circ. 41,000)	Forwarded information on golfing in Canada to freelancer Lisa Matte for an article slated to come out in the September issue.
<i>New York Times</i> (Circ. 1,194,491)	In response to recent article on upcoming American festivals, forwarded information on Canadian festivals.
<i>Atlanta Journal-Constitution</i> (Circ. 405,367)	Pitched spa getaways for consideration in upcoming fall getaways article.
<i>The Star-Ledger</i> (Circ. 406,717)	Forwarded information on upcoming festivals for consideration in travel calendar. Spoke with Travel Editor, who forwarded info to freelancer compiling the calendar.
<i>Boston Globe</i> (Circ. 478,735)	Forwarded information on upcoming festivals for consideration in "Destinations" section; forwarded upcoming packages/deals for consideration in "Real Deals" column.
<i>Elle</i> (Circ. 981,117)	Pitched Banff/Lake Louise area for consideration in upcoming winter getaways article.
<i>Food & Wine</i> (Circ. 978,277)	Pitched Niagara-on-the-Lake region for consideration in upcoming wine country article.

<i>Ski Magazine</i> (Circ. 450,000)	Pitched Banff/Lake Louise area for consideration in upcoming skiing article.
<i>Travel Guides</i> (Québec & Montréal)	Introductory letter to writers requesting information on Québec and Montréal for upcoming travel guides.
<i>blue</i> (Circ. 175,000)	Pitched Banff/Lake Louise area for consideration in upcoming winter getaways article.
<i>AAA Horizons</i> (Circ. 1,101,151)	Pitched Banff/Lake Louise area for consideration in upcoming skiing article.
<i>USATODAY.com</i> (Online publication)	Introductory letter. Pitched the value of Canada. Follow up continues.
Co-op Satellite Media Tour	PEI participated in Emily Kaufman's "Best Beaches" satellite media tour which aired on June 20. A total of 18 interviews have aired in top U.S. markets across the country with a viewership of more than 700,000. Agency submitted final report on July 19.
Food Network's "Follow That Food"	Food Network would like to travel to Québec in the fall and follow cranberries and agency is awaiting information regarding the number of crew and dates of travel.
New England Sports Network's "Outdoor with Charlie Moore" (3.5 million households)	Agency in contact with Tourism Newfoundland to determine their interest in hosting crew for fishing segment in early fall.
Oxygen Network's "Freeride with Greta Gaines" (42 million households)	Per client request, Agency reviewed opportunity and forwarded recommendation memo to the CTC. Sara Krider, production coordinator, will forward copies of the upcoming Yellowknife segment to both Weber Shandwick and the CTC once it is through the final editing stages.
Food Network and PAX Television's "Modern Cuisine" with Lonnie Anderson	Per client request, Agency reviewed opportunity and forwarded recommendation memo to the CTC.
Media Marketplace	
Media Marketplace New York, May 5-6, 2003	Agency targeted list of media and upon approval from Monica Campbell-Hoppé and Candee Treadway, mailed postcards July 16. Agency will provide speaker/panel topics recommendations upon receiving feedback regarding previous events.

DuPont/Canada Press Trip	Trip completed and recap sent to the CTC. Awaiting coverage in <i>NY Post</i> , <i>Boston Herald</i> , <i>Outside</i> , <i>Hooked on the Outdoors</i> , <i>Elle</i> and <i>Shape</i> .
Burrelle's Clipping Service	Upon client approval of vendor contract, Agency liaised with Burrelle's to streamline clipping service. Agency researched back clips for the months of May and June and forwarded to Burrelle's for analysis. Will submit report to the CTC and individual provinces by the end of August, per our contract with Burrelle's.
Images/B-roll Library	In response to increasing number of media requests, Agency is in the process of contacting individual provinces/partners for slides and/or CD ROM images.
Ontario Trip Recap June 21-25	Forwarded recap memo on Ontario Trails Golf Tour/FAM trip to Susan Iris and Monica Campbell-Hoppé.
VIA Rail/Nova Scotia Press Trip	Received sample Celtic Colours trip itinerary from Randy Brooks. Met with VIA Rail's agency, M. Silver, to discuss coordinating a joint trip in October. Agency continues to liaise with M. Silver to create invitations and invitee lists.
MEETINGS/CONFERENCE CALLS	
Agency/Tourism British Columbia Meeting New York, July 18	Agency met with Mika Ryan from Tourism British Columbia and Dave Petryk from Tourism Vancouver Island to further learn about the product and discuss opportunities in British Columbia.
Agency/M. Sliver & Associates Meeting New York, July 22	Agency met with Linda Ayares and Christopher Dale to discuss the Arthur Frommer's Budget Travel individual press trip and Nova Scotia Fall group press trip.
Partner Recommendation List for Promotions	Agency forwarded additional comments to the CTC for review and has obtained feedback on preferred timing from Mark Schwilden. Agency is proceeding with promotion outreach.
Parents Promotion (Circ. 2,005,578)	Promotion secured for November 2002 issue. Family ski trip giveaway to Whistler will be featured in publication and online at www.parents.com .

Canada/Lycos Promotions	Agency forwarded proposal memo on a partnership with Lycos. Agency has been following up with Mark Schwilden to receive feedback on memo and is currently waiting for memo to be returned so it can be forwarded to Lycos.
Morrell & Company	Agency has drafted a proposal for a winter promotion and it is currently being reviewed by Morrell & Company.
Bergdorf Goodman	Agency has forwarded additional information to the CTC on this opportunity and is currently in contact with Fairmont Hotels to determine their interested in participating.
Canada Set Dressing	Susan Iris sent Canadian Mounties to Lori Simpson for future TV set dressing opportunities.
Canada Baskets	Per Susan Iris, the Roots clothing is currently being produced, and all Canada-themed basket materials will now be sent to Lori Simpson in August.
"X-Men II" (20th Century Fox)	Tara Walls has left word with Fox regarding the Canada footage in "X-Men II" and will continue to follow up regarding Canada's presentation in the film.
KTLA's "Mindbender" (WB)	Per Susan Iris, R&C has changed the dates reserved for "Canada Week" on KTLA's "Mindbender" to September 30 - October 4, 2002. Lori Simpson and Susan Iris held a conference call with KTLA Producer Leilani Decena to discuss the terms of the agreement, including travel arrangements and prizing. Susan is in talks with various CTC partners to determine whom will participate in "Canada Week". She is also awaiting information on satellite feed costs from KTLA.

<p>"Sex and the City" (HBO)</p>	<p>Per Tara Walls, a request was sent to the Bata Shoe Museum in Toronto for shoe-themed posters for use on the set. The posters were forwarded to the show's Propmaster in early July, and she loved them so much that she framed one and put it up in her own living room! Additional posters were sent for the other members of her department. R&C will screen episodes of the show over the Summer and let the CTC know of any exposure.</p>
<p>"7th Heaven" (WB)</p>	<p>Lori Simpson spoke with the show's Propmaster and learned that Jessica Biel's character will be a flight attendant out of a New York airport. The production was very interested in Canada-related travel items for set dressing, and R&C sent travel posters and Mountie standees to the set. Because the Propmaster was particularly interested in Niagara Falls signage, Susan Iris gave R&C contact information for Victor at Niagara Falls Tourism for additional materials.</p>
<p>"RHD/LA" (CBS)</p>	<p>This is a new show from award-winning director Michael Mann ("Ali"), starring Tom Sizemore ("Saving Private Ryan"). R&C learned that there will a recurring airport set on the show this season and sent travel posters to the production. R&C will screen upcoming episodes this Fall and let the CTC know of any coverage.</p>
<p>"Stuart Little 2" (Columbia Pictures)</p>	<p>There were a couple of Canada verbals in the film: VERBAL #1: In a funny scene with George (Jonathan Lipnicki) in school, his teacher finishes up a class by saying "Canada is separate from the United States because... Canadians like to be alone". VERBAL #2: Later in the film, when George thinks he might get in trouble for lying, his friend asks him what he's going to do and George replies "Which way's Canada?"</p>
<p>"Gilmore Girls" (WB)</p>	<p>Lori Simpson spoke with the show's Propmaster and learned that in the season premiere, Rory (the daughter) comes back from a Summer trip to Washington D.C. and Lorelai (her mother) meets her at the airport. R&C sent travel posters and Mounties for set dressing and will let the CTC know of any exposure after the episode airs this Fall.</p>

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Weber Shandwick performed the following activities on behalf of the CTC August 2002

Activity	Status/Next Steps
<p><i>BRIDE'S VJP</i> <i>(Circ. 382,745)</i></p>	<p>Agency coordinated with Tourism British Columbia, Tourism Vancouver and Yolanda Crous, Senior Travel Editor, for her trip to Vancouver and Vancouver Island from August 23-September 1. Yolanda is planning coverage for the May/June and September/October 2003 issues.</p>
<p><i>Diversion</i> <i>(Circ. 178,241)</i></p>	<p><i>Diversion</i> has assigned freelancer Andy Bill to visit the Yukon. Travel dates are confirmed for September 15-22 and agency is currently liaising with Yukon Tourism to finalize itinerary.</p>
<p><i>Laura Manske</i> <i>Freelancer</i></p>	<p>Laura is a freelancer for the <i>New York Times</i>, <i>Life</i>, <i>Child and Parents</i>. Agency arranged for Laura and her family to have guided tours in Halifax, Nova Scotia and Saint John, New Brunswick. Laura will keep us updated on future stories she writes on these destinations.</p>
<p><i>"Travel with Kal"</i></p>	<p>Agency arranged for Susan Iris to be interviewed by Kal London on his Connecticut radio show. Agency will forward copies of the interview to Susan and Monica Campbell-Hoppé.</p>
<p><i>CNN's "Headline News"</i> <i>(324,000 viewers/daily)</i></p>	<p>As a result of individual FAM trip, Emily Kaufman, "Travel Mom," has since featured Prince Edward Island, Montréal and Toronto in her travel segments that airs on CNN every weekend. Agency has also arranged for Emily to receive b-roll of Toronto and is currently working with Emily to feature Whistler ski packages in an upcoming segment to air in September.</p>
<p><i>Food Network's "Follow That Food"</i></p>	<p>Food Network would like to travel to Québec to follow the cranberry processing process. The trip has been postponed and will be revisited in summer 2003.</p>
<p><i>New England Sports Network's</i> <i>"Outdoor with Charlie Moore"</i> <i>(3.5 million households)</i></p>	<p>Agency in contact with Tourism Newfoundland to determine their interest in hosting crew for fishing segment in early fall.</p>

<i>Oxygen Network's "Freeride with Greta Gaines" (42 million households)</i>	Sara Krider, production coordinator, forwarded copies of the upcoming Yellowknife segment (which will run October 3, 2002) to both Weber Shandwick and the CTC. The show is being evaluated. If it continues to air, the crew may wish to travel again in the summer.
<i>Boston Globe (Circ. 478,735)</i>	Liaised with Jan Shepherd and Dave Mahalik, from the Celtic Colours festival, to obtain information for upcoming piece in the "Destinations" section.
<i>The Star-Ledger(Circ. 406,717)</i>	Spoke with Frances Shemanski, travel calendar editor, and forwarded information on Canada and upcoming festivals.
<i>Robb Report (Circ. 100,163)</i>	Agency obtained information on Les Trois Tilleuls & Spa in Québec, for a story about high-end hotels that have partnerships with beauty brands. Run date TBD.
<i>BBW (Circ. 100,000)</i>	Liaised with Linda Tagliaferro, contributing editor, and Tourism Vancouver to obtain information for upcoming piece on "over-the-border" getaways. Also forwarded information on Toronto and Niagara-on-the-Lake.
<i>Elizabeth Harryman/Paul Lasley Travel Writers</i>	Forwarded information on the value of Canada. Pitched radio interview with a member of the CTC and individual FAM trip to Canada. Follow up continues.
<i>Karen Tina Freelancer</i>	Spoke with Karen about future opportunities for travel to Canada.
<i>Bernie Burt Freelancer</i>	Spoke with Bernie about future spa opportunities and forwarded CTC press kit.
SPECIAL PROJECTS	
VIA Rail/Nova Scotia Press Trip	Coordinating trip with VIA Rail's agency, M. Silver. Created and distributed invitation and media list. Secured <i>Washington Times</i> and <i>Family Fun</i> . Other attendees to be confirmed. Will begin follow-up after RSVP deadline of September 13.
Media Marketplace New York, May 5-6, 2003	Agency targeted list of media and upon approval from Monica Campbell-Hoppé and Candee Treadway, mailed postcards July 16. Agency awaiting feedback regarding previous events - will provide speaker/panel topics recommendations upon receiving this information.

February Media Luncheon New York, February 12, 2003	Forwarded recommendation for venues, times and themes for the media luncheon in New York to Susan Iris and Monica Campbell-Hoppé. Secured Le Cirque for event to be held February 12. Awaiting feedback to secure the venue and begin menu selection.
Air Canada Luncheon New York, September 26, 2002	Dawn Weissman from Agency will attend on behalf of the CTC. Agency forwarded logo and developed Canadian Tourism story angles to be included in the press kits for the event.
Yukon Press Trip Recap	Forwarded recap of press trip to Susan Iris and Monica Campbell-Hoppé.
Burrelle's Clipping Service	Agency submitted May/June back clip reports to the CTC and participating properties. Agency researched costs for monthly production and distribution of reports and forwarded memo to Susan Iris.
MEETINGS/CONFERENCE CALLS	
Tuesday, August 9	Agency participated in a conference call with Mika Ryan from Tourism British Columbia and Lori Simpson from Rogers & Cowan to discuss current/upcoming opportunities.
Parents Promotion (Circ. 2,005,578)	Promotion secured for December 2002 issue. Family ski trip giveaway to Whistler will be featured in publication (circ. 2,2 million), online at www.parents.com (over 1 million unique visitors) and in email newsletter (200,000 subscribers). Total value of the this promotion equals \$56,000 US.
Canada/Lycos Promotions	Agency has a conference call scheduled with Lycos to discuss ideas for a fall promotion
Morrell & Company	Agency has drafted a proposal for a winter promotion and is currently being reviewed by Morrell & Company.

Bergdorf Goodman	In communication with Travel Alberta, it has been decided that they will gather partners to participate in promotion for the March 2003 issue of Bergdorf Goodman magazine (circ 300,000) whose audience is extremely upscale including celebrities, CEOs, etc. To date, Travel Alberta, Air Canada and Fairmont Hotels & Resorts are confirmed to participate. The exclusive Canada package will be available to customers who purchase at the \$1.5 million level. Ad value of this promotion equals \$24,000.
Sherry-Lehman	Agency requested wine region brochures from Niagara Falls Tourism and upon receipt, will send to Sherry-Lehman along with an introductory letter on how the CTC would like to host a wine tasting at their shop or participate in a promotion through their catalog.
Ad Campaign	Agency developed a mini-plan for the CTC to review and is currently awaiting feedback.
Canada Baskets	All Canada-themed basket materials were sent to Lori Simpson this month. Materials included: leather backpacks, polo shirts, baseball caps, mugs, thermoses, golf balls and golf tees. Baskets will be issued to various producers and shows to elicit interest in Canada-themed programming and set decoration.
Canada Wardrobe Items	Susan Iris has ordered apparel from the University of Toronto (including t-shirts, sweatshirts and baseball caps) to be sent to Rogers & Cowan for future wardrobe opportunities for TV shows.
Tourism BC Conference Call	Dawn Weissman and Lori Simpson had a conference call with Mika Ryan and Janice Greenwood from Tourism British Columbia. They discussed future opportunities with them, including promotional ideas for Universal's "Blue Crush".

"X-Men II" (20th Century Fox)	Production is still filming in Canada. So far, principal photography has shown warm, sunny Canadian exteriors. Second unit photography has yet to commence, but Tara Walls will continue tracking this film through post-production to see if there is a promotional opportunity for the CTC when the film is released.
"Blue Crush" (Universal)	Dawn Weissman and Lori Simpson spoke with Tourism BC regarding a possible promotional tie-in with BC's all-girls surf school, "Surf Sister", and Universal's feature film, "Blue Crush". The reps from Tourism BC decided to pass on a national promotion for the video release in December, but were interested in smaller scale promotions that may be developed later on by the studio. Lori Simpson conveyed their decision to Universal's home video department and asked them to keep Canada in mind for the future. Tara Walls will be the point person if there is any future interest.
PRODUCT PLACEMENT OUTREACH	
KTLA's "Mindbender" (WB)	Susan Iris and Lori Simpson have continued to work with KTLA's Morning News producer to organize "Canada Week" for KTLA's "Mindbender" segment. Susan Iris sent a proposal to KTLA, detailing travel arrangements, satellite feed costs, etc. The proposal was accepted, and Susan is continuing her negotiations with various CTC partners to determine whom will participate in "Canada Week". A new segment has also been added to the itinerary which will feature a live feed from Montreal in October. Susan is making arrangements for this as well.
"7th Heaven" (WB)	The production was very interested in Niagara Falls signage for set dressing in their recurring New York airport set, and Lori Simpson contacted Susan Iris regarding a possible contact. Susan provided contact information for Victor at Niagara Falls Tourism, who provided travel posters to the LA production.
"Third Watch" (NBC)	The production shoots many exteriors in New York and is always looking for signage to post around the city. Canada travel posters were provided for any future signage needs.

"Friends" (NBC)	Lori Simpson sent a letter to the Leadman of "Friends", encouraging the production to film an episode in Canada this season. She also sent a "Canada basket", which included Canada-branded apparel and other items, as a thank you for their consideration.
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<i>Weber Shandwick performed the following activities on behalf of the CTC September 2002</i>	
Activity	Status/Next Steps
PRISM MATERIAL	
Fall Campaign	Agency drafted release on fall campaign and distributed to a list of targeted media on September 26.
Winter Activities Release	Agency drafted release on winter activities and forwarded to client for approval.
NEWSBUREAU/MEDIA OUTREACH	
<i>DM News</i> (Circ. 40,312)	Arranged for Mickey Alam Khan, Senior Editor, to interview Mark Schwilden about the fall campaign. Article to run in Oct. 7 issue.
<i>Travel Weekly</i> (circ. 43,040)	Forwarded Canada travel stats with CTC approval to writer working on a Canada tourism story. Run date TBD.
<i>Diversion</i> (Circ. 178,241)	<i>Diversion</i> freelancer Andy Bill visited the Yukon September 15-22. Agency will forward clips when story runs.
<i>Outside Magazine</i> (Circ. 649,420)	Forwarded information on winter activities to Everett Potter for consideration in upcoming family vacation issue.
<i>BBW Magazine</i> (Circ. 100,000)	Liaised with the magazine to include the Niagara region in winter weekend getaways article slated to run in the Nov./Dec. issue.
<i>Travel Channel / Greg Grainger</i> (53.6 million households)	Agency reviewed the opportunity and forwarded recommendation. Declined per Client request.
<i>New England Sports Network's "Outdoor with Charlie Moore"</i> (3.5 million households)	Agency in contact with Tourism Newfoundland to determine their interest in hosting crew for fishing segment in early fall.
<i>PBS' "Great Finds"</i>	Agency in contact with "Great Finds" to evaluate the possibility of a 13-episode season covering travel to Canada.

NBC's "Weekend Today"	Per station's request, forwarded b-roll of winter activities. Run date TBD.
Individual FAM Outreach	Conducted outreach to journalists associated with publications including the following: <i>American Way, Boston Globe, Boston Herald, Chicago Daily Herald, Celebrated Living, Copley News, Family Fun, Travel & Leisure Golf, the Knot, National Geographic Traveler, Wallpaper, Maxim, Coastal Living, Spas</i> , etc.
USA Weekend (Circ. 45,800,000)	Speaking with Candy Stapen to arrange a ski-joring trip to Ontario this winter.
El Nuevo Herald (Circ. 96,896)	Speaking with Christina Arrabencia to arrange a rail trip in early 2003.
New York Daily News (Circ. 733,099)	Speaking with Peter Zarembo to arrange a trip to the Ontario wine region in March or April 2003.
Chicago Sun-Times (Circ. 487,480)	Speaking with Lewis Lazare to secure winter trip.
Men's Journal (Circ. 620,614)	Speaking with Claire Martin to secure winter skiing trip.
George Hobica, Travel Columnist	Speaking with George to arrange a trip to Canada this fall. George writes for the <i>Boston Herald</i> (circ. 257,269), <i>Copley News</i> and <i>Chicago Daily Herald</i> (circ. 149,605). Follow up continues.
Lynn Seldon, Travel Writer	Speaking with Lynn to arrange a trip to Canada this fall/winter. Lynn writes for a variety of publications including <i>National Geographic Traveler</i> (circ. 716,861), <i>USA Today</i> (circ. 2,120,357), <i>SKI Magazine</i> (circ. 450,000) and many others.
Ralph Collier, Travel Writer	Speaking with partners to arrange a November rail trip itinerary from Winnipeg to Edmonton for Philadelphia area weekly newspapers (<i>News Journal Newspapers</i>) and radio segments (Classical Network).
Nicole Alper, Freelancer	Speaking with Nicole to secure winter adventure trip.
Mary Bradley, Freelancer	Per journalist's request, forwarded CTC press kit.
SPECIAL PROJECTS	

VIA Rail/Nova Scotia Press Trip	Coordinating October 14-18 trip with VIA Rail's agency, M. Silver. Created and distributed invitation and media list. Followed up with invitees. Secured <i>Washington Times</i> , <i>Gotham</i> , <i>Hamptons</i> and <i>Family Fun</i> .
Media Marketplace New York, May 5-6, 2003	Agency targeted list of media and upon approval from Monica Campbell-Hoppé and Candee Treadway, mailed postcards July 16. Agency submitted speaker/panel topics recommendations. Will begin outreach once approved.
February Media Luncheon New York, February 12, 2003	Secured Le Cirque for event to be held February 12. Working with ISM to plan magazine launch at the luncheon.
B-roll Recommendations	Forwarded recommendation memo regarding most requested footage.
Canadian Media Site	Forwarded recommendation memo regarding Canadian Media Site.
Burrelle's Clipping Service	Agency liaising with Burrelle's, the CTC and partners to streamline clipping service.
VIDEOING/CONFERENCE CALLS	
Agency/Tourism British Columbia Meeting New York, September 23	Agency met with Mika Ryan from Tourism British Columbia, Laura Serena from Tourism Vancouver, Michele Comeau from Tourism Whistler and Anthony Everett from Tourism Victoria to further learn about the product and discuss opportunities in British Columbia.
Air Canada Luncheon New York, September 26, 2002	Dawn Weissman from Agency attended on behalf of the CTC. Agency forwarded logo and developed Canadian Tourism story angles that were included in the press kits for the event. Agency also created MM03 postcards to pass out to attending media.
Agency/Learning & Enrichment Travel Alliance Meeting New York, September 27, 2002	Agency met with Kathy Holler to further learn about the Alliance and how to use the Web site as a resource.
Sports Illustrated	Rene Mack meeting with head of marketing at publication on Monday, 10/7, to pique their interest in shooting upcoming Swimsuit Issue in Canada.

Dunkin Donuts	Working with Dunkin Donuts' Weber Shandwick team. Feedback received to date from Dunkin Donuts indicates interest in a Winter Warmer promotion with Canada from Jan. - mid Feb. in NY area and possibly Philadelphia. Promotion may entail Canada-branded cups and posters.
Dasani	Proposed ideas, including a "Da-Spa-ni" sweepstakes and a promotion involving Canadian Water-Themed Vacations, to Weber Shandwick Dasani team on 9/10; ideas were incorporated into Dasani's plan and will be presented by Weber Shandwick/Minneapolis to Dasani the week of 10/14.
WPIX - New York	WPIX interested in doing a live remote from Canada during fall or winter season. During week of 9/23, we forwarded the station the costs that the CTC covered for the KTLA shoot; they are currently reviewing and considering a time/story focus for a possible broadcast.
WGN - Chicago	Morning producer interested in broadcasting from Canada in Nov. Awaiting approval from station to move forward in planning.
Tournament of Roses Parade	Spoke to marketing contact for the Parade. Canada will be represented this year by RMCP, the Calgary Stampede Band and the Equestrian Band -- not with a float. Discussed additional ways the CTC can be involved and forwarded proposals regarding FanFest and the Post Parade.
Lycos	A meeting is scheduled for week of 10/7 with Lycos where they will present a partnership proposal to Weber Shandwick.
McDonald's	Weber Shandwick has started communication with Arnold Communications, McDonald's advertising and marketing agency, to set up a meeting and discuss promotional opportunities with Canada.
Victoria's Secret	Weber Shandwick is currently exploring opportunities with Victoria's Secret for catalog shoots, in-store promotions and fashion shows from Canada; they are currently in production of a major catalog and have asked us to reapproach them the week of 10/21.

Parents Magazine	Partnership confirmed. Family ski trip giveaway including roundtrip coach class air tickets, ski passes, children's ski camp passes and hotel accommodations in Whistler, is scheduled to run in Dec. issue and online at www.parents.com during Dec.
Bergdorf Goodman	Partnership confirmed. Space being held in March issue of Bergdorf Goodman magazine; Travel Alberta currently putting package together trying to reach \$24,000 barter value.
"Extra"	Weber Shandwick secured opportunity for a Canada trip giveaway to be featured as the "Extra Deal of The Day" that will run in conjunction with the one-hour Canada special during the November Sweeps period.
Sherry-Lehmann	Sherry-Lehmann declined at this time, but may consider partnership for future wine-tasting or catalog opportunities.
Canada Baskets	Canada-themed baskets were sent to the remainder of the CTC's target TV shows including "Everybody Loves Raymond" (CBS), "The West Wing" (NBC) and "Will & Grace" (NBC).
Canada Wardrobe Items	Susan Iris is following up regarding the University of Toronto apparel order.
Canadian Celebrity List	R&C put together a list of Canadian celebrities that could be interviewed on "Entertainment Tonight" and/or other entertainment-related programs to promote Canada. They also held a meeting with the Television Dept. of R&C, which represents the TV show "Crossing Jordan", to discuss specific opportunities for the show's Canadian star Jill Hennessy.

<p>"X-Men II" (20th Century Fox)</p>	<p>Production is still filming in Canada. So far, principal photography has shown warm, sunny Canadian exteriors. Second unit photography has yet to commence, but R&C will continue tracking this film through post-production to see if there is a promotional opportunity for the CTC when the film is released.</p>
<p>PROJECT BEACHTOWN OUTREACH</p>	
<p>KTLA's "Mindbender" (WB)</p>	<p>"Canada Week" on KTLA's "Mindbender" launched on September 30th and will extend through October 4th. To kick-off the week's activities, Lori Simpson and Royal Canadian Mountie Constable Phil Reid visited the set and met with the show's producers and on-air talent. Constable Reid also went on the air with the Morning News Team and presented Canadian Mark Kriski, the show's Weatherman, with a plaque and talked to him about the country. The week's prizes were coordinated by Susan Iris and the CTC, with the first giveaway being a trip to Toronto.</p>
<p>"Friends" (NBC)</p>	<p>R&C received positive feedback from the show's Leadman regarding the "Canada basket" items. He especially liked the backpack, which he will try to place on one of the characters this season. Also, the wardrobe department informed R&C that Canadian Matthew Perry loves to wear university sweatshirts and other apparel. When the University of Toronto apparel is sent to Los Angeles, R&C will put together a sampling of product for Matthew.</p>
<p>Canadian Mountie Seeding</p>	<p>R&C sent 6-foot Canadian Mountie standees to ten different TV shows on a variety of networks including: "Alias" (ABC), "Everybody Loves Raymond" (CBS), "Dawson's Creek" (WB), "Just Shoot Me" (NBC), "Without a Trace" (CBS), "Good Morning Miami" (NBC), "Hidden Hills" (NBC), "Girls Club" (FOX), "Haunted" (UPN) and "The Agency" (CBS).</p>

"Everybody Loves Raymond" (CBS)	R&C sent a letter to the production, encouraging them to film an episode in Canada this season, consider Canada in storylines, and also sent a "Canada basket", which included Canada-branded apparel and other items, to be used as props in the show. The production said that due to the loss of work that would be incurred by the crew if the production were to film in Canada, they would have to decline the CTC's offer to shoot there.
"The West Wing" (NBC)	R&C sent a letter to the production, encouraging them to film an episode in Canada this season, include Canada in storylines and also sent a "Canada basket", which included Canada-branded apparel and other items, to be used as props in the show. The Propmaster said that the producers have had negative experiences with these types of script solicitations in the past, and would not grant Canada additional script consideration.
"Will & Grace" (NBC)	R&C sent a letter to the production, encouraging them to film an episode in Canada this season or consider including Canada in storylines. They also sent a "Canada basket", which included Canada-branded apparel and other items, as a thank you for their consideration. The Propmaster kept the Canada basket items for possible use in future episodes and the letter was passed on to the show's Associate Producer. R&C will continue to follow up regarding any future opportunities.

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<i>Weber Shandwick performed the following activities on behalf of the CTC October 2002</i>	
Activity	Status/Next Steps
Winter Activities Release	Agency drafted release on winter activities and forwarded to client for approval. Distribution pending approval of content and estimate.
Holiday Shopping Release	Agency drafted release on holiday shopping packages and forwarded to client for approval. Distribution pending approval of content and estimate.

Romantic Getaway Release	Agency drafted release on romantic destinations and forwarded to client for approval. Distribution pending approval of content and estimate.
NEWS BUREAU MEDIA OUTREACH	
ABC	Outreach to Dan Langus, head of all integrated marketing/promotions, to determine potential opportunities. Agency will follow up with Dan to gauge interest.
Arkansas Democrat-Gazette (circ.:190,543)	Liaised with Ottawa Tourism to obtain images for Libby Smith, Travel Editor, to include in upcoming article.
Chicago Tribune (circ.: 689,026) CLTV's "Good Eating"	Secured Steve Dolinsky and Nelson Howard to visit Toronto and speak with Four Seasons' chefs about the meals that are prepared for Canada's Thanksgiving. Run date will be in November.
Creative, The Magazine of Promotion and Marketing (circ.: 15,084)	Reached out to publication regarding fall campaign. Liaised with Yolaine Dupont to obtain images to be included in upcoming article.
Los Angeles Family (circ.:150,000)	Liaised with "Travel Mom," Emily Kaufman, on Toronto and Montréal piece.
Martha Stewart Living (2,323,129 viewers)	Agency provided a ratings report and recommendation to the CTC regarding Canada's involvement with an upcoming production. Agency also provided information on the show's advertisers and their reactions to the current saga with Martha Stewart.
NBC's "Weekend Today" (5,678,000 viewers)	Agency in contact with "Weekend Today". Submitted a list of possible show topics along with stand-up mountie to Kathie Field. Received favorable feedback from producers regarding a segment with Salé and Pelletier. Agency forwarded schedule information and contact information for Salé and Pelletier on to CTC. CTC to get in touch with their agent and coordinate appearance.
New York Times Syndicate	Forwarded information regarding spas, ski resorts and winter getaways to Everett Potter for consideration in upcoming article.

<i>Wild on the Fly</i> (circ.: 40,000)	Secured a trip for Joe Daniel to New Brunswick to cover Atlantic salmon fishing. Trip was postponed due to conflict of dates from the lodge. Agency to follow up with Joe when next year's season begins.
<i>LIVE with Regis and Kelly</i>	Agency received an inbound inquiry regarding possible accommodations. Since the inquiry regarded an individual property, agency forwarded trip giveaway opportunity onto Fairmont Hotels & Resorts. Giveaway consists of accommodations to be given to a viewer of the syndicated show. Lori Holland at Fairmont to follow up with show directly.
<i>San Diego Magazine</i> (circ.: 47,236)	Agency responded to query regarding romantic getaways. Forwarded winter packages information to journalist. Agency to follow-up on potential interest.
<i>Travel Holiday</i> (circ.: 657,883)	Arranged for Jill Henniger to visit the Yukon and cover dogsledding. Agency is coordinating arrangements with the province.
<i>Travel Holiday</i> (circ.: 657,883)	Liaised with Tourisme Montréal and Amtrak's PR department to obtain images for an upcoming piece resulting from the Adirondack release.
WABC	Outreach to Scott Saminsky, head of promotions, to determine potential opportunities. Agency will follow up with Scott.
<i>Wall Street Journal</i> (circ.: 1,820,525)	Reached out to Eleena Delisser to assist with an upcoming article on Canada at CTC's request. Eleena was already in touch with CTC's research department.
<i>Washington Post</i> (circ.: 811,925)	Reached out to travel editor about upcoming story on Ottawa. Agency to follow-up with editor.
<i>U.S. News & World Report</i> (circ.: 2,018,621)	Forwarded information on winter resort specials to Christopher Elliott. Story slated to run mid-November.
SPECIAL PROJECTS	
VIA Rail/Nova Scotia Press Trip	Coordinated October 14-18 trip with VIA Rail's agency, M. Silver. Created and distributed invitation and media list. Followed up with invitees. Secured Washington Times, Gotham, Hamptons, Vogue and Family Fun. WS representative attended trip to escort media. Submitted recap upon returning, will continue to track stories as they run.

Media Marketplace New York, May 5-6, 2003	Agency submitted speaker/panel topics recommendations. Will begin pitching potential panelists in December 2002.
February Media Luncheon New York, February 12, 2003	Agency developed recommendations for the format, flow and content of the luncheon. Discussed successful elements of past events with the CTC to incorporate into this luncheon.
Deskside Briefings	CTC expressed interest in desk side briefings for the winter and spring. Agency to explore and forward recommendations.
Burrelle's Clipping Service	Agency liaising with Burrelle's, the CTC and partners to streamline clipping service. Per Susan Iris, added byline option to analysis report and took out paste-up service.
MEETINGS/CONFERENCE CALLS	
CTC Board of Directors Prince Edward Island, October 2-4, 2002	Presentation by Rene Mack to CTC Board of Directors regarding agency outreach thus far and future plans.
Agency/CTC Conference Call October 4th, 2002	Agency presented promotions ideas to CTC members and received feedback and requests for more information.
Agency/CTC Meeting New York, October 17th	Agency met with CTC members to discuss promotion opportunities and partnership with Lycos.
RECENT DEVELOPMENTS	
Sports Illustrated	Rene Mack met with head of marketing at publication on Monday, 10/7, to pique their interest in shooting upcoming Swimsuit issue in Canada. Six-foot Mountie was sent to SI's office on 10/14 and a revised presentation with images and copy on additional locales was sent on 10/23.
Dunkin Donuts	Weber Shandwick secured promotion with Dunkin Donuts to take place in Jan/Feb '02 in the NY market. But due to budgetary constraints, we have declined on the CTC's behalf.

Dasani	Proposed ideas including a "Da-Spa-ni" sweepstakes and a promotion involving Canadian Water-Themed Vacations, to Weber Shandwick Dasani team on 9/10; ideas were incorporated into Dasani's plan and were presented by Weber Shandwick/Minneapolis. Will receive feedback in Dec.
KTLA - Los Angeles	Station aired Canada Week Sept. 30 - Oct. 4, featuring Mounties and prizes that were given away on-air. Remote from Montréal took place Oct. 18-20, with broadcast on Oct. 21.
WPIX - New York	Station was sent tapes from KTLA broadcasts to review and is currently considering a time/story focus for a possible broadcast in March/April.
WGN - Chicago	Weber Shandwick will reapproach station to determine if a broadcast for spring '03 is a better fit, as the station indicated they would entertain this at a later date.
Tournament of Roses Parade	Weber Shandwick forwarded two proposals for the CTC's involvement - either as part of FanFest or as part of the Post Parade, both which would provide an extra Canada presence in high-traffic public areas. Weber Shandwick has forwarded additional information to the CTC on how many booths are expected at both events, the Calgary Stampede's involvement and what activities would be allowed at the CTC's booth (i.e. taking pictures with Mounties and/or handing out Canadian roses). CTC to confirm participation by early Nov.
Lycos	An in-person meeting took place on 10/17 at Weber Shandwick's office, where an initial, introductory meeting with Lycos took place. The CTC has expressed interest in forming an exclusive partnership with Lycos that would entail Lycos to be the premier online resource for travel information on Canada. CTC developed deck for Lycos' review and agency will set up a conference call with Lycos and the CTC in Nov.

McDonald's	<p>Weber Shandwick has received interest from McDonalds for a potential promotion in May '03. Requirements may include 100 trips and \$200K. As discussed in meeting on 10/17, promotion should include 50 trips for families of four each. Also exploring opportunity to include a Canada map on game pieces and/or marketing collateral.</p>
Victoria's Secret	<p>Weber Shandwick is currently exploring opportunities with Victoria's Secret for catalog shoots, in-store promotions and fashion shows from Canada; they are currently in production right now on a major catalog and have asked us to re-approach in two weeks.</p>
Parents Magazine	<p>Family ski trip giveaway including roundtrip coach class air tickets, ski passes, children's ski camp passes and hotel accommodations in Whistler, is scheduled to run in Dec. issue and online at www.parents.com during Dec.</p>
Bergdorf Goodman	<p>Space being held in March issue of Bergdorf Goodman magazine. Package is complete with Fairmont, Air Canada, Travel Alberta and RCP participating. Agency currently working with the CTC and Travel Alberta on creative for the ad that will incorporate all participating partners and fit with the CTC's branding.</p>
NBC's Extra!	<p>Canada trip giveaway to the Wickaninnish Inn will be featured as the "Extra Deal of The Day" airing on Nov 30 and included in promos on Nov. 29. Agency has asked show to forward us the copy of the sweepstakes for review/approval and will forward to the CTC and hotel.</p>
Morrell & Co.	<p>Weber Shandwick has arranged meeting with Morrell & Co. at end of Nov. to discuss potential partnership opportunities with the CTC.</p>

Entertainment Tonight / Jill Hennessy	<p>Rogers & Cowan exploring opportunities through their TV dept. as they work with the show "Crossing Jordan," to obtain costs that the CTC would be required to cover if "ET" went to Toronto to shoot Jill Hennessy (star of "Crossing Jordan") at the coffee houses where she got her start in show biz. Still waiting for Jill's commitment for a tentative shoot in Dec.</p>
NYC Tree Donation	<p>Pierre at the CTC informed Weber Shandwick that the timing would not work for Canada to donate a tree to NYC for the 2002 holiday season, as it would take 6-8 months of planning to donate a spectacular tree that would receive media attention. Agency working with Pierre to propose Rockefeller Center tree in 2003.</p>
Miss Universe	<p>Weber Shandwick has pursued the Miss Universe Organization to obtain information on the bidding process and costs involved in hosting this pageant in Canada. Agency will forward information to the CTC in early Nov. for review and consideration.</p>
Leno / The Tonight Show	<p>Weber Shandwick arranging a meeting with show's producers in L.A. in mid-November to discuss potential broadcast opportunities for Canada involving the Just for Laughs Festival and the Mountie Training Camp.</p>
Morning Shows	<p>Weber Shandwick exploring ideas with various morning shows such as "Today" (weekday and weekend shows) to determine out-of-studio ideas that would garner significant exposure for Canada; and "Good Morning America" as the CTC would like the show to feature a cooking segment with RMCP chefs in May during MM03. Sent a Mountie and pitch concepts to Weekend Today and have received positive feedback from producer, who will be proposing the idea at a meeting this week with the senior producers of the show.</p>

Tiffany's	Weber Shandwick left message for NW Territories contact on 10/10, however Lona Collins is no longer there and we were told that someone else would follow up with us to provide information on diamond project.
Antiques Roadshow	Agency is preparing a proposal for the site selector of the program, following a phone call where they expressed interest in potential shows to be shot in Canada. During meeting on 10/7, CTC gave site recommendations.
Barnes & Noble	CTC informed agency that they'd like to explore opportunities for a partnership with this company. Agency forwarded ideas for an in-store promotion to the CTC on 10/29.
Canada Wardrobe Items	Susan Iris is following up regarding the University of Toronto apparel order.
X-Men II (20th Century Fox)	Production is still filming in Canada. So far, principal photography has shown warm, sunny Canadian exteriors. Second unit photography has yet to commence, but R&C will continue tracking this film through post-production to see if there is a promotional opportunity for the CTC when the film is released.

KTLA's "Mindbender" (WB)	<p>Canada Week on KTLA's "Mindbender" launched on September 30th and extended through October 4th. The week's prizing, which was coordinated by Susan Iris and the CTC, included trips to Toronto, Calgary, Québec City, Niagara Falls and Canmore. Each prize package included airfare by Air Canada, as well as hotel accommodations at various Marriott and Fairmont resorts. R&C will send copies of the week-long exposure to the CTC and WS in November, and work with WS to propose a similar promotion at WPIX (KTLA's sister station in New York).</p>
KTLA's "Live From Montreal" (WB)	<p>On October 21st, KTLA Weatherman Mark Kriski broadcasted live from St. Catherine Street in his hometown of Montréal. The show featured b-roll footage of the city and its landmarks - as well as some of Mark's favorite spots. The following day back in Los Angeles, Mark gave away a trip to Montréal during his Mindbender segment.</p>
Friends (NBC)	<p>The show's wardrobe department informed R&C that Canadian Matthew Perry loves to wear university sweatshirts and other apparel. When the University of Toronto apparel is sent to Los Angeles, R&C will put together a sampling of product for Matthew.</p>
Will & Grace (NBC)	<p>R&C sent a letter to the production, encouraging them to film an episode in Canada this season. The letter detailed many locations and activities that would be a natural fit for the show, with an emphasis on the city of Montréal and the upcoming "Gay Games" in 2005. R&C also requested that special "Gay Games" t-shirts be created by the CTC, to be sent to wardrobe for possible placement on the show.</p>
Crossing Jordan/ET Promotion (CBS)	<p>R&C proposed that "Crossing Jordan" star Jill Hennessy return to Toronto with "Entertainment Tonight" to revisit her old stomping grounds and to capture her singing at local clubs and coffeehouses, where she used to perform before she made it big. Awaiting word from Jill Hennessy to approve the concept and give us a sense of timing.</p>

Angel (WB)

R&C told the show's Propmaster about the Canadian Mounties, and he thought they were so unique that he promised to use them on the show if a travel agency or airport is ever scripted.

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Weber Shandwick performed the following activities on behalf of the CTC November 2002

Activity	Status/Next Steps
Romantic Getaways Release	Agency drafted release on romantic destinations and distributed to a list of targeted media on Nov. 11. Follow up with top daily newspapers continues.
Winter Activities Release	Agency drafted release on winter activities and distributed to a list of targeted media on Nov. 13. Follow up with top daily newspapers continues.
Holiday Shopping Release	Agency drafted release on holiday shopping packages and distributed to a list of targeted media on Nov. 18. Follow up with top daily newspapers continues.
Romantic Getaways Release	Agency drafted release on romantic destinations and distributed to a list of targeted media on Nov. 11. Follow up with top daily newspapers continues.
PEI Website Now Available in Japanese	Due to the large number of Japanese-Americans traveling to PEI to visit the Anne of Green Gables site, Agency liaised with Tourism PEI and distributed release to a list of Japanese media in the U.S. on Nov. 8.
Press Releases Outreach	Agency secured coverage from recently distributed press releases in the Sunday travel sections of the following daily newspapers: <ul style="list-style-type: none"> ▪ New York Daily News (circ. 810,111): holiday shopping packages ran in the "Deals of the Week" column on Nov. 24. ▪ Boston Globe (circ. 705,017): holiday shopping packages ran in the "Real Deals" section on Dec. 1 ▪ Albany Times Union (circ. 147,059): holiday shopping packages slated to run on Dec. 8.
Chicago Tribune/Chicagoland TV circ: 1,016,103/100,00 viewers	Agency arranged for Steve Dolinsky to travel to Toronto and cover the Canadian Thanksgiving holiday. Print story and TV segment ran on Sunday, Nov. 24. Agency to forward originals to CTC and Tourism Toronto.

Chicago Sun-Times

Agency reached out and secured an opportunity with

<i>circ: 487,000</i>	columnist Lewis Lazare to visit British Columbia. Agency coordinating individual FAM trip with Tourism British Columbia. Lewis will visit Vancouver and Victoria from Dec. 13-16, 2002.
<i>Travel Holiday circ: 657,883</i>	Agency reached out and secured an opportunity with Jill Henninger, staff editor, to experience dog mushing and other activities in the Yukon. Agency coordinating individual FAM trip with Tourism Yukon. Jill will visit the Yukon from Dec. 15-22, 2002.
<i>New York Daily News circ: 715,070</i>	Agency reached out to and secured an opportunity for freelancer Peter Zarembo, traveling on assignment for the newspaper, to experience the Ontario wine region. Agency to begin coordinating individual FAM trip with Ontario Tourism in early 2003. Trip date TBD.
<i>Grace Magazine circ: 200,00</i>	Agency reached out and secured an opportunity with freelancer Wickham Boyle, traveling on assignment for the magazine, to experience Banff/Lake Louise. Agency coordinating individual FAM trip with Banff/Lake Louise Tourism Bureau. Trip date TBD.
<i>Susan Weissman, Freelancer</i>	<p>Agency reached out and secured an opportunity with freelancer Susan Weissman, traveling on assignment for the Savvy Traveler, to experience Nova Scotia. Susan also is a regular contributor to <i>AARP: The Magazine</i> and <i>USA Weekend</i>. Agency to coordinate individual FAM trip with Tourism Nova Scotia. Trip date TBD.</p> <p>Liaised with Fairmont hotels and Via Rail and forwarded information on upcoming packages for seniors. Susan is working on a possible piece for <i>AARP: The Magazine</i> (<i>circ. 21,673,595</i>).</p>
<i>El Nuevo Herald circ: 96,896</i>	Agency reached out to and secured an opportunity for Cristina Arencibia to experience Nova Scotia. Agency coordinating individual FAM trip with Nova Scotia Tourism. Cristina will visit Nova Scotia from Feb. 11-15, 2003.

<i>TravelAge West circ: 30,875</i>	<p>Agency coordinating individual FAM trip with Tourism Whistler. Mimi Kmet to visit Whistler/Blackcomb from Jan. 25-28, 2003.</p> <p>Liaised with western Canada partners to obtain information on new and upcoming hotels and forwarded to Richard Simpson, associated editor, for inclusion in his</p>
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	column.
<i>American Way</i> circ: 344,252	Pitched information regarding events happening in Canada between Christmas and New Year's Eve. Speaking with Janet Thomas, associate editor, about possible individual FAM trip in 2003.
<i>Newsweek</i> circ: 3,248,097	Pitched seasonal packages for consideration in upcoming holiday travel story.
<i>Pathfinders Travel Magazine</i> circ: 75,000	Agency secured coverage of the Adirondack Line to Montréal resulting from press release. Article slated to run in December.
<i>Tennis Magazine</i> circ: 709,979	Agency liaised with CTC to provide information regarding hotels in the Montréal area that have tennis facilities.
<i>TIME Magazine</i> circ: 4,114,137	Agency pitched the Ice Hotel for consideration in upcoming article on themed-hotels. TIME was unable to use since they already covered the hotel two years ago.
<i>The Counselor</i> circ: 70,000	Following distribution of the fall ad campaign release, agency received a call from the publication interested in interviewing a representative from the CTC. Opportunity declined. Agency forwarded images of the hang tags and posters. Run date TBD.
<i>Forbes.com</i>	Agency pitched quirky festivals in Canada to Christina Valhouli for consideration in upcoming article.
<i>USAToday.com</i>	Agency pitched holiday packages for consideration in upcoming article.
<i>New York Times</i> circ: 1,113,000	Agency liaised with CTC, and other partners to provide information to Mark Stein regarding growing destinations for business travelers.
<i>Rich Beattie, Freelancer</i>	Agency pitched affordable travel packages in Montréal for consideration in upcoming article.

February Media Luncheon New York, February 12, 2003	Agency has researched all costs involved and forwarded budget outline and next steps to CTC. Awaiting feedback. Agency currently developing media list and invite design.
Winter Press Trip	Agency and CTC discussed possible scenarios. Agency recommended a Spa Trail trip. Agency to coordinate timing and details with Tourism B.C.
Media Marketplace New York, May 5-6, 2003	Agency discussed further details with CTC and will begin to confirm panel members and arrange staffing for event.
Clipping Service	Per popular request of the partners, Agency terminated

	contract with Burrelles. Negotiated cost and contract with Luce. Luce began clipping on Dec. 1. Agency also to begin distributing electronic and bound analysis reports to Louisa Sidell from ISM.
Press Kits	<p>Agency forwarded 20 press kits to Dawn Anis for an event she attended in Detroit.</p> <p>Agency liaising with mailing house to produce 60 additional press kits for Agency and Monica Campbell-Hoppé to use in media outreach. Currently awaiting shipment of letterhead.</p>
Deskside Briefings New York, 2003	Agency and CTC discussed this option further. Partners expressed a great interest in this endeavor. CTC to advise the Agency which partners and what times would be suitable for Agency to arrange appointments.
Agency/CTC Conference Call November 25, 2002	Agency and CTC discussed procedures and details for the upcoming media luncheon, Media Marketplace and winter press trip.
Media Relations Sub-Committee Meeting Montréal, November 18-19, 2002	Dawn Weissman presented update on agency activities. Also participated in tour of Montréal.
Sports Illustrated	Agency in ongoing communication with SI to determine interest in shooting Swimsuit issue in Canada.
WPIX – New York	Agency forwarded station a tape highlighting the KTLA segments to further pique interest in doing a live remote or in-studio segment.

WGN - Chicago	Agency forwarded station a tape highlighting the KTLA segments to further pique interest in doing live remote or in-studio segment.
Tournament of Roses Parade FanFest	CTC declined opportunity due to partner non-participation.
Lycos	Agency forwarded slide show developed by the CTC to the appropriate marketing contact at Lycos and is waiting to hear back regarding interest in a potential partnership.
McDonald's	Agency has been in communication with McDonald's agency to obtain proposal and cost requirements for a spring promotion with the CTC.
Victoria's Secret	Agency is currently exploring opportunities with Victoria's Secret for catalog shoots, in-store promotions and fashion shows from Canada. An in-person meeting was scheduled for 11/7 but was cancelled due to business travel; currently trying to reschedule.
Parents Magazine	Whistler family ski trip giveaway ran in the Dec. issue

circ.: 2,092,443	and online at www.parents.com .
Bergdorf Goodman	Weber Shandwick currently working with the CTC to develop creative for ad and editorial that's due in Jan. for the March issue of Bergdorf Goodman magazine.
"Extra"	Canada trip giveaway was featured as the "Extra Deal of The Day" that ran in conjunction with the one-hour Canada special on Nov. 30 th . Tapes were forwarded to CTC and partners. A winner has been picked and agency is waiting for prize to be redeemed.
NYC Tree Donation	Agency currently in communication with Rock Center tree contact to determine next steps for 2003 donation.
Leno / The Tonight Show	Agency meeting with show's producers in L.A week of Dec. 2.
ABC's Good Morning America (4.8 million viewers/daily)	Agency exploring ideas with "Good Morning America" as the CTC would like the show to feature a cooking segment with RMCP chefs in May during MM03.

NBC's Today/Weekend Today (6.2 million viewers/daily 5.7 million viewers)	Agency exploring ideas with "Today" (weekday and weekend shows) to determine out-of-studio ideas that would garner significant exposure for Canada; Weekend Today showed interested in doing a segment with Salé and Pelletier, but the skaters declined due to scheduling conflicts.
Antiques Roadshow	Agency forwarded a proposal for the site selector of the program and is currently following up to determine interest and next steps for shooting across Canada in different cities/venues.
Barnes & Noble	CTC approved Agency's idea for an in-store promotion tie-in with Fodor's and agency is currently in communication with B&N to determine interest.
Canada Wardrobe Items	Susan Iris is following up regarding the University of Toronto apparel order. These items are needed ASAP for placement.
X-Men II (20th Century Fox)	Production has wrapped filming in Canada. Principal photography has shown warm, sunny exteriors. Canada will be identified in the film like "Alkali Lake - Alberta, Canada" as a burn-in on the screen, as in the first film. While Alkali Lake is fictional (which is described as the origin of the character Wolverine), the Alberta, Canada mention is important because it is these scenes were

	actually shot in Alberta. Also, production will thank in the credits, Vancouver, Kananaskis, Alberta and possibly city of Surrey (Drake House). These are all locations where production filmed. R&C will explore the promotional opportunities and will discuss with the CTC.
KTLA's "Mindbender" (WB)	R&C sent copies of the weeklong exposure to WS in November. Agency forwarded taped to CTC and partners.
Friends (NBC)	The show's wardrobe department would like to place a university sweatshirt on Matthew Perry. Need the University of Toronto apparel ASAP, as they are already filming episodes that will air in late February.

Will & Grace (NBC)	R&C requested that special "Gay Games" T-shirts be created by the CTC, to be sent to wardrobe ASAP for possible placement on the show.
Crossing Jordan/ET Promotion (CBS)	R&C proposed that "Crossing Jordan" star Jill Hennessy return to Toronto with "Entertainment Tonight" to revisit her old stomping grounds and to capture her singing at local clubs and coffeehouses, where she used to perform before she made it big. Still awaiting word from Jill Hennessy to approve.
Angel (WB)	R&C told the show's Prop master about the Canadian Mounties, and he thought they were so unique that he promised to use them on the show if a travel agency or airport is ever scripted.
Amazing Race (CBS)	R&C in communication with show's producers to discuss Alberta as consideration for the show's next season.

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<i>Weber Shandwick performed the following activities on behalf of the CTC December 2002</i>	
Activity	Status/Next Steps
Spa Packages Release	Agency drafted release on spa packages and will distribute to a list of targeted media upon approval.
Press Releases Outreach	Agency followed up with top daily newspapers on winter activities, holiday shopping and romantic getaways releases.
<i>Chicago Sun-Times (circ: 479,854)</i>	Agency forwarded final itinerary for Lewis Lazare to CTC. Lewis traveled to British Columbia from Dec. 13-16.
<i>Florida Times-Union (circ: 172,176)</i>	Agency currently working with Belinda Hulin to coordinate travel to Québec in June. Details to follow.
<i>Forbes.com (1,258,832 visitors/month)</i>	Agency secured interest from Christina Valhouli to travel to Mont-Tremblant and review a ski resort for the "Destinations of the Week" column. Christina confirmed

	to travel from Jan. 2-4.
<i>Grace</i> (circ: 200,000)	Agency secured interest from Wickham Boyle to travel to Banff/Lake Louise from Feb. 17-21. Wickham also plans to contribute stories to <i>National Geographic Kids</i> (circ: 660,000) and <i>Gotham</i> (circ: 70,000).
<i>Money</i> (circ: 1,945,265)	Agency currently awaiting assignment letter for Michelle Lodge to travel to Montréal, Ottawa, Toronto, Calgary and Vancouver. Agency will proceed once Michelle receives an assignment.
<i>Tennis</i> (circ: 709,979)	Agency forwarded request for Michael Verdon to travel to Montréal. Monica to follow up with Michael directly.
<i>Travel Holiday</i> (circ: 657,883)	Agency forwarded final itinerary for Jill Henninger to CTC. Jill traveled to the Yukon from Dec. 15-22.
<i>AARP Bulletin</i> (circ: 21,712,410)	Agency forwarded information on the Canada-U.S. dollar exchange rate to Susan Weissman for a possible piece on the value of traveling to Canada.
<i>Los Angeles Family</i> (circ: 100,000)	Agency liaised with "Travel Mom" Emily Kaufman to secure coverage of Mont-Tremblant in the January issue.
<i>Lincoln Road</i> (circ: 30,000)	Agency liaised with Valeria Ecobari to secure coverage of the Fairmont Le Château Frontenac in the February issue.

<i>Washington Post</i> (circ: 746,724)	Forwarded information to Steve Hendrix regarding Eastern Canada getaways.
<i>Celebrated Living</i> (circ. 130,000/2.5 million readership)	Agency liaised with west coast partners to obtain information on golf resorts for possible inclusion in the Spring issue.
February Media Luncheon New York, February 12, 2003	CTC approved budget and provided list of participating partners to date. Agency forwarded final media list to CTC. Invitations were ordered and received. Awaiting feedback on copy. Agency currently exploring canvas bag options and has been liaising with Le Cirque on availability/pricing for serving a Canadian wine during event.
Winter Press Trip	Agency proposed upcoming press trip to the Spa Trail in British Columbia. Upon discussing with the CTC and partners, it was decided the press trip would highlight the resorts, cuisine, spas and activities of the region. Trip to take place from Feb. 26-March 2. Agency forwarded media list to the CTC for approval and will proceed with drafting the invitations. Coordinating proposed itinerary with Tourism BC.
Media Marketplace New York, May 5-6, 2003	Agency forwarded updated media list to CTC.
Clipping Service	Agency forwarded LUCE pricing information to Northwest Territories Tourism at the request of the CTC. Agency accounting department researched year-to-date Burrelle's summary charges for CTC.
Press Kits	Agency liaised with Bacons to create 60 additional press kits for Monica Campbell-Hoppé and Dawn Anis.
WS/CTC/Partners Conference Call December 5, 2002	Agency held conference call with the CTC and partners to discuss name for Canadian magazine.
WS/CTC/Tourism British Columbia Conference Call December 10, 2002	Agency held conference call with the CTC and Tourism British Columbia to discuss upcoming press trip.

Holiday Windows	Agency contacted two stores to soft sound and determine timing for decision making process on window design. Agency to brainstorm and provide possible ideas in January.
Record-Herald News	Agency arranging for the CTC's and Maxxim Vacation's participation as grand prize for a Travel Photo Contest. Contest launch postponed until Jan. 17 to allow enough time for partners' approval of ad.
Sports Illustrated	Agency in ongoing communication with SI to determine interest in shooting Swimsuit issue in Canada.
WPIX – New York	Agency forwarded station a tape highlighting the KTLA segments to further pique interest in doing a live remote or in-studio segment.
Lycos	CTC confirmed spring partnership with Travelocity. Agency postponed conversation with Lycos until further notice from the CTC.
McDonald's	Agency has been in communication with McDonald's agency and learned that they are currently cutting back on promotions until the spring. Agency to continue discussions regarding a possible late spring promotion with the CTC.
Victoria's Secret	Agency had an in-person meeting to discuss catalog shoot opportunities in Canada. Victoria Secret expressed interest in Banff/Lake Louise for a future shoot. Agency to follow up in Spring '03 after the current catalog shoots are over.
Bergdorf Goodman	Weber Shandwick currently working with the CTC to develop creative for ad and editorial that's due in Jan. for the March issue of Bergdorf Goodman magazine.
"Extra"	Canada trip giveaway was featured as the "Extra Deal of The Day" that ran in conjunction with the one-hour Canada special on Nov. 30 th . Tapes were forwarded to CTC and partners. A winner has been picked and agency is waiting for prize to be redeemed.

NYC Tree Donation	Agency to reapproach tree organizers in Jan. to discuss the possibility for a 2003 Canadian tree donation in Rockefeller Center and work with the CTC to meet tree requirements and provide appropriate information.
Antiques Roadshow	Agency forwarded a proposal for the site selector of the program and is currently following up to determine interest and next steps for potentially shooting across Canada in different cities/venues.
Barnes & Noble	CTC approved Agency's idea for an in-store promotion tie-in with Fodor's and agency is currently in communication with B&N to determine interest.
Canada Wardrobe Items	Susan Iris is following up regarding the University of Toronto apparel order. These items are needed ASAP for placement.
X-Men II (20th Century Fox)	R&C forwarded pictures of Alberta exposure in film. Susan will share with the Alberta team to see if they have promotional interest including possibly doing radio promotions in major markets. There may also be an opportunity to cross promote with a Dr. Pepper sweepstakes. Film will be released on May 2, 2003.
Friends (NBC)	The show's wardrobe department would like to place a university sweatshirt on Matthew Perry. Need the University of Toronto apparel ASAP, as they are already filming episodes that will air in mid- March.